

BUSINESS AND MARKET INTELLIGENCE

In the past, finding meaningful business and market intelligence about the Mexican economy has been difficult. Mexico has moved toward more open trade and investment relations with other countries. As a result, there is a need for enhanced market information.

Access North America will give Canadian companies a competitive advantage in the Mexican market by providing extensive business and market intelligence support. The program will strengthen the market expertise available at the Canadian Embassy in Mexico City and the Trade Office in Monterrey, located in Mexico's thriving northern industrial heartland.

- Over 30 sector-specific market studies are already available for the Mexican market and many more are planned for key growth sectors.
- In collaboration with Canadian industry associations, trade specialists will respond to the changing needs of Canadian business by participating in, or co-sponsoring, sector-specific seminars in regional centres across Canada.

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- Specific workshops will help both new and experienced exporters to the U.S. and Mexico understand the improvements to the Canada-U.S. Free Trade Agreement through the NAFTA, and

in areas such as rules of origin, accelerated tariff elimination, and new service export opportunities in government procurement.

- Sector-specific information on the implications of the NAFTA will be made available to Canadian firms, to help ensure that their exports to the U.S. and Mexico benefit fully from the Agreement.